

# CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**Shorr, Johnson, Magnus**  
**1831 Chestnut St.**  
**Suite 602**  
**Philadelphia, PA 19103**

<u>Contract / Revision</u> 355060 /		<u>Alt Order #</u> 06851374
<u>Product</u> <b>Tammy Baldwin</b>		
<u>Contract Dates</u> <b>09/12/12 - 09/17/12</b>		<u>Estimate #</u>
<u>Advertiser</u> <b>Baldwin/D/US Senate</b>		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTMJ</b>	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> TBFS	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	09/12/12	09/14/12	Live at Daybreak-Early	5a-6a		:30			NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-- WTF--				6	\$350.00			
N 2	WTMJ	09/17/12	09/17/12	Live at Daybreak-Early	5a-6a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	M-----				2	\$350.00			
N 3	WTMJ	09/12/12	09/14/12	Live at Daybreak	6a-7a		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-- WTF--				6	\$650.00			
N 4	WTMJ	09/17/12	09/17/12	Live at Daybreak	6a-7a		:30			NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	M-----				2	\$650.00			
N 5	WTMJ	09/12/12	09/14/12	Today Show M-F	7a-9a		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-- WTF--				3	\$600.00			
N 6	WTMJ	09/17/12	09/17/12	Today Show M-F	7a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	M-----				1	\$600.00			
N 7	WTMJ	09/12/12	09/14/12	Live at 3:00 News	3p-4p		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-- WTF--				3	\$175.00			
N 8	WTMJ	09/17/12	09/17/12	Live at 3:00 News	3p-4p		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	M-----				1	\$175.00			
N 9	WTMJ	09/12/12	09/14/12	Noon News Rotation	12n-1p		:30			NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-- WTF--				3	\$325.00			
N 10	WTMJ	09/17/12	09/17/12	Noon News Rotation	12n-1p		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	M-----				1	\$325.00			
N 11	WTMJ	09/12/12	09/14/12	Today Show III	11a-12n		:30			NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-- WTF--				3	\$175.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
355060 /	06851374

Contract Dates	Product	Estimate #
09/12/12 - 09/17/12	Tammy Baldwin	

Advertiser	Original Date / Revision
Baldwin/D/US Senate	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	WTMJ	09/17/12	09/17/12	Today Show III	11a-12n		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$175.00			
N 13	WTMJ	09/12/12	09/14/12	Live at 4:30 News	430p-5p		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$450.00			
N 14	WTMJ	09/17/12	09/17/12	Live at 4:30 News	430p-5p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$450.00			
N 15	WTMJ	09/12/12	09/14/12	Live at 4:00 News	4p-430p		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$400.00			
N 16	WTMJ	09/17/12	09/17/12	Live at 4:00 News	4p-430p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$400.00			
N 17	WTMJ	09/15/12	09/15/12	Live at 5 Saturday	5p-530p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				1	\$450.00			
N 18	WTMJ	09/12/12	09/14/12	Live at 5 News	5p-530p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$700.00			
N 19	WTMJ	09/17/12	09/17/12	Live at 5 News	5p-530p		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$700.00			
N 20	WTMJ	09/16/12	09/16/12	Live at 5 Sunday	5p-530p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$500.00			
N 21	WTMJ	09/12/12	09/14/12	Live at 6 News	6-630p		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$750.00			
N 22	WTMJ	09/17/12	09/17/12	Live at 6 News	6-630p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$750.00			
N 23	WTMJ	09/12/12	09/14/12	Access Hollywood	630p-7p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$500.00			
N 24	WTMJ	09/17/12	09/17/12	Access Hollywood	630p-7p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$500.00			
N 25	WTMJ	09/12/12	09/14/12	Tonight Show	1035p-1137p		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				6	\$650.00			
N 26	WTMJ	09/17/12	09/17/12	Tonight Show	1035p-1137p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	M-----				1	\$650.00			
N 27	WTMJ	09/16/12	09/16/12	Live at 10pm Sunday	10:30-11:05pm		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$1,000.00			
N 28	WTMJ	09/15/12	09/15/12	Today Show Saturday	6a-8a		:30			NM	2	\$700.00

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<u>Contract / Revision</u> 355060 /		<u>Alt Order #</u> 06851374
<u>Contract Dates</u> 09/12/12 - 09/17/12		<u>Product</u> Tammy Baldwin
<u>Advertiser</u> Baldwin/D/US Senate		<u>Estimate #</u> 
		<u>Original Date / Revision</u> 09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S-				2	\$350.00			
N 29	WTMJ	09/16/12	09/16/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$400.00			
N 30	WTMJ	09/16/12	09/16/12	Today Show Sunday	7a-8a		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$400.00			
Totals											66	\$32,300.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	66	\$32,300.00	\$27,455.00
<b>Totals</b>	<b>66</b>	<b>\$32,300.00</b>	<b>\$27,455.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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